

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	SECURITY INTEREST

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Arroweye Solutions, Inc.		07/08/2011	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	MMV Capital Partners Inc.
<b>Street Address:</b>	370 King Street West
<b>Internal Address:</b>	Suite 604
<b>City:</b>	Toronto, ON
<b>State/Country:</b>	CANADA
<b>Postal Code:</b>	M5V 1J9
<b>Entity Type:</b>	Specialty Finance Corporation: CANADA

**PROPERTY NUMBERS Total: 3**

Property Type	Number	Word Mark
Registration Number:	3397570	CARDWAYS
Serial Number:	85340209	CARDCATALYST
Serial Number:	85340213	CARDCOMPLETE

**CORRESPONDENCE DATA**

Fax Number: (513)579-6457  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 5135796960  
 Email: trademarks@kmlaw.com  
 Correspondent Name: Courtney A. Laginess  
 Address Line 1: One East Fourth Street  
 Address Line 2: Suite 1400  
 Address Line 4: Cincinnati, OHIO 45202

**ATTORNEY DOCKET NUMBER:** A17150 (RGC109502)

**DOMESTIC REPRESENTATIVE**

**900196824**

**TRADEMARK  
 REEL: 004580 FRAME: 0556**

**OP \$90.00 3397570**

Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:	Courtney A. Laginess
Signature:	/Courtney A. Laginess/
Date:	07/12/2011
Total Attachments: 3 source=MMV-Arroweye#page1.tif source=MMV-Arroweye#page2.tif source=MMV-Arroweye#page3.tif	

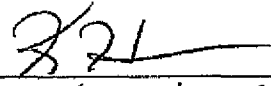
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**CONFIRMATION OF GRANT OF SECURITY INTEREST**

This will confirm that, pursuant to a general security agreement (hereinafter referred to as the "GSA") dated July 8, 2011, between Arroweye Solutions, Inc., a corporation organized under the laws of the State of Delaware (hereinafter referred to as "Arroweye"), whose full post office address is 549 West Randolph Street, Suite 200, Chicago, IL 60661 and MMV Capital Partners Inc. (hereinafter referred to as "MMV"), a specialty finance corporation incorporated under the laws of Canada, whose full post office address is 370 King Street West, Suite 604, Toronto, Ontario, M5V 1J9, and for good and valuable consideration, the receipt and sufficiency of which are hereby confirmed and acknowledged, Arroweye confirms that it has granted, and hereby grants, to MMV, security interest, lien and charge in all of Arroweye's right, title and interest in and to the intellectual property listed on the Schedule attached hereto, including, without limitation, the copyrights, trademarks, patents and trademark and patent applications and registrations listed therein, and in and to any and all continuations, continuations-in-part, updates, developments, divisions, reissues and re-examinations which issue therefrom, the same to be held and enjoyed by MMV, strictly subject to the terms of the GSA.

**EXECUTED** at Chicago, IL, this 8<sup>th</sup> day of July, 2011.

**ARROWEYE SOLUTIONS, INC.**

By:   
Name: Kim Hour  
Title: CEO  
I have authority to bind the Corporation

## SCHEDULE OF INTELLECTUAL PROPERTY

### Trademarks:

United States Trademark CARDWAYS, Reg. No. 3397570, Registered March 18, 2008.

United States Trademark Application for CARDCATALYST, Serial No. 85/340,209, filed June 7, 2011.

United States Trademark Application for CARDCOMPLETE, Serial No. 85/340,213, filed June 7, 2011.

### Patents:

1. United States Patent No. 6,965,912, issued November 15, 2005 – METHOD AND APPARATUS FOR DISTRIBUTION OF GREETING CARDS WITH ELECTRONIC COMMERCE TRANSACTION.

2. United States Patent No. 7,359,954, issued April 15, 2008 – METHOD AND APPARATUS FOR DISTRIBUTION OF GREETING CARDS WITH ELECTRONIC COMMERCE TRANSACTION

3. United States Patent No. 7,370,076, issued May 6, 2008 – METHOD AND APPARATUS FOR CREATION, PERSONALIZATION AND FULFILLMENT OF GREETING CARDS WITH GIFT CARDS.

4. United States Patent No. 7,606,857, issued October 20, 2009 – METHOD AND APPARATUS FOR GREETING CARDS DISTRIBUTED WITH ELECTRONIC TRANSACTIONS AS PICK TICKETS.

5. United States Patent No. 7,478,143, issue January 13, 2009 – METHOD AND APPARATUS FOR CREATION, PERSONALIZATION, AND FULFILLMENT OF GREETING CARDS WITH GIFT CARDS OR INTEGRATED BOOKMARKS.

6. United States Patent No. 7,797,378, issue September 14, 2010 - METHOD AND APPARATUS FOR DISTRIBUTION OF GREETING CARDS WITH ELECTRONIC COMMERCE TRANSACTION.

7. United States Patent No. 7,734,719, issue June 6, 2010 - METHOD AND APPARATUS FOR CREATION, PERSONALIZATION, AND FULFILLMENT OF GREETING CARDS WITH GIFT CARDS.

8. Canada National Phase Patent Application pending, Serial No. 2,595,175, filed April 30, 2004 - METHOD AND APPARATUS FOR DISTRIBUTION OF GREETING CARDS WITH ELECTRONIC COMMERCE TRANSACTION.

9. United States Patent Application pending by Michael B. Andelman, Matthew E. Buisson, and Vaughn B. Jeffers, Serial No. 12/395,846, filed March 2, 2009 - PRINTABLE FORM INCLUDING METHOD AND SYSTEM FOR PREPARING THE PRINTABLE FORM.

10. United States Patent Application pending by Doron Friedman, Ajay Singhvi and Brian Huse, Serial No. 12/411,057, filed March 25, 2009 - METHOD AND APPARATUS FOR DYNAMIC, ON-DEMAND CREATION OF FINANCIAL TRANSACTION CARDS HAVING NONUNIFORM DATA STORAGE FORMATS.

11. United States Patent Application pending by Doron Friedman, Ajay Singhvi and Brian Huse, Serial No. 12/581,224, filed October 19, 2009 - METHOD AND APPARATUS FOR GREETING CARDS DISTRIBUTED WITH ELECTRONIC TRANSACTIONS AS PICK TICKETS.

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